

**PRESS RELEASE****‘POSITIVE ENERGY’ FOR BARCOLANA56 PRESENTED BY GENERALI: AN INCREASINGLY OPEN, INCLUSIVE AND SUSTAINABLE EVENT SCHEDULED IN TRIESTE FROM 4 TO 13 OCTOBER 2024**

- Route confirmed, registration open from 28 May with Early Booking discount active until 31/7
- For the first time, you can receive the M&N polo shirt at home with GLS courier if you register by 31 July
- ‘Ticket To Race’ launched: you can now register for Barcolana as a solo sailor

*Trieste, 28 May 2024* - **Spelled edition 56, read ‘Positive Energy’**: Barcolana Presented by Generali today opened registration for the world's largest regatta, scheduled to take place on **13 October 2024**, preceded by ten days of events on land and at sea starting on **Friday 4 October**.

The bell at the headquarters of the Società Velica di Barcolana e Grignano, which traditionally signals the start of the event, rang this year a month earlier than in past editions to give more time to promote the event and announce numerous novelties, leaving room for further announcements and details in June, starting with the **creation of the poster directed by illycaffè**.

*“We are starting with new and vibrant colours, with the payoff ‘Positive Energy’ focussing on sustainability, positivity and summarizing the commitment and joy of welcoming a public that last year exceeded 425,000 people,”* commented the president of the Società Velica di Barcolana e Grignano, Mitja Gialuz, *“this year the event includes Lignano, Grado, Aquileia, Monfalcone, and Muggia, embracing the coast of Friuli Venezia Giulia and the great nautical production of the area, arriving in Trieste on 13 October, along the world’s longest starting”*.

The 56th edition of the regatta **involves the whole coast of Friuli Venezia Giulia under the brand ‘Io Sono FVG’**: if in 2023 Barcolana started in Grado, this year the event reaches also Lignano: *‘Barcolana is more and more a festival of the sea,’* comments President Gialuz, *‘more and more open to water sports, from swimming to canoeing to SUP to the various sailing specialities; the event is increasingly an opportunity to reflect together on big issues, such as inclusiveness, sustainability and integration thanks to the Women in Sailing projects that we have been carrying out for four editions with the presenting partner Generali, the Barcolana Sea Summit and Parasailing with the Italian Sailing Federation and WorldSailing’*.

Now in its fourth edition, the **Generali Trophy - Women in Sailing** thus confirms itself as one of the most significant moments of Barcolana. **Emma Ursich, Head of Generali Group Corporate Identity & The Human Safety Net**, stated: *"Generali is committed to a more diverse, equitable and inclusive culture. Sport is an extraordinary vehicle for sharing and education. This is why in Barcolana, an event that we have been actively supporting for many years with dedicated projects on a local and international level, we have promoted the Generali Trophy Women in Sailing project, to raise awareness in the sailing world with the ambition of increasing the number of mixed crews in regattas through projects dedicated to the education of young people."*

In ten days there will be more than fifteen events at sea, and on land the festival will also be enhanced, with particular attention **to the quality of the spaces and of the Barcolana Village, hospitality, and the services available to the crews that will moor at Pier Zero in the Old Port**, which will become more friendly: *'Barcolana will include a new vision of the party ashore, there will be music, services for boat-owners and a special attention to the Old Port, which thanks to the new infrastructure carried out by the Municipality of Trieste will be connected to the city centre and will give us the opportunity to use the Old Port containers more extensively and enhance the first venue of the Sea Museum,'* said President Mitja Gialuz.

**RULES CONFIRMED, BENEFITS FOR OWNERS REGISTERING BY 31 JULY WITH 'EARLY BOOKING': DISCOUNTS AND THE OFFICIAL M&N POLO DELIVERED TO YOUR HOME VIA GLS** As of 12.30 pm today, 28 May 2024, registration is open online at [www.barcolana.it](http://www.barcolana.it) for the 13th October regatta, which confirms the rules and the traditional finish line in front of Piazza dell'Unità d'Italia, **Owners who register by 31 July will be able to benefit from a discounted rate thanks to the third edition of Early Booking, and will be able to book immediately for a free berth.**

Registering by 31 July will also allow, **for the first time in the history of the regatta, to receive the official polo shirt of the Barcolana Collection by Murphy&Nye at home free of charge and in advance, to be worn throughout the summer. Thanks to the new logistics partner GLS, in fact, boat-owners will be able to choose to receive their free polo shirt at home with free delivery from 10th June.** The option to pick up the polo shirt at designated sales points remains available, choosing at the time of registration to receive the QR code instead. For those who register after 31 July, the system for the distribution of free polo shirts with QR code will remain available in the designated sales points and during the event at the Barcolana Village.

**THE MURPHY&NYE COLLECTION** - Worn by the athletes of the Società Velica di Barcola e Grignano, the entire collection of official M&N clothing for Barcolana was presented today at the press conference. It will be available much earlier than in the past, both online and in affiliated stores: *'Thanks to M&N for its commitment over the last few months: they responded to our challenge to anticipate the times and have the collection available. This favours a more extensive promotion of the*

event, and allows our boatowners to use the official polo shirt throughout the summer,' commented President Gialuz, also thanking "our new logistics partner GLS, which will be our ambassador by delivering the polo shirt to the boatowners who wish to receive it at home". The dominant colours of the collection and the polo shirt itself are a **particular shade of Breton red with contrasting turquoise details**. In keeping with tradition, the polo shirt is made of a fresh 180 gram 100% cotton piqué with a double button placket, ribbed sleeve hems, sweatband at the back of the collar and the Barcolana logo embroidered on the chest. The collection is completed by **jackets, waistcoats, sweatshirts and accessories for men, women and children**. Among the accessories not to be missed is **the iconic 'Barcolana Bag'**.

**PIAZZA DELL'UNITÀ AT THE CENTRE OF THE EVENT** - The decision to develop the 'Positive Energy' concept immediately focuses attention on Barcolana Presented by Generali's commitment to the environment and sustainability: "*Barcolana - explains President Gialuz - is increasingly an accelerator and amplifier, chosen by partners and sponsors to promote messages and new projects of dissemination and social commitment*". With an expected audience of over 400 thousand people, maximum attention - thanks also to AcegasApsAmga's commitment - will be paid to making the Barcolana Village sustainable, with waste sorting and solutions to reduce the impact of the event on land and at sea. On land, the event's calendar will be filled in the coming weeks also thanks to the '**Nominate your event**' initiative, which allows associations in the area to include in the Barcolana Calendar initiatives on land and at sea that are congruent with and inspired by the theme of the 56th edition. The 'call for entries' is open until 31 July at link <https://eu.jotform.com/build/81754393441359>, while bookings to acquire spaces and exhibit products and services in the Barcolana Village temporary shops close on 30 June.

**WENDY SCHMIDT RETURNS TO TRIESTE AND TAKES THE OCEAN TO PIAZZA UNITÀ** - Wendy Schmidt returns to Barcolana with her Foundation: the challenge will not take place on the water this year, but on the awareness front, in Piazza dell'Unità. Together with **WWF and Bio.Ma.**, the owner of Deep Blue who won the 54th edition of the regatta will bring to Barcolana images of the ocean and of the study activities financed by the 11th Hour Foundation with the aim of protecting the sea. Bio.Ma will instead work to bring the Adriatic Sea and the solutions to protect it to Piazza Unità.

**ARPA'S AND SOLARIS'S 'BIRTHDAYS'** - A large weather station will also be built in Piazza Unità: Arpa - the Regional Agency for Environmental Protection of Friuli Venezia Giulia - has in fact chosen the event to celebrate 25 years since its foundation, and to bring the public closer to its activities with an informative format that will fascinate all weather enthusiasts. Another birthday will be celebrated during Barcolana in Piazza dell'Unità: that of Solaris, which, as already announced, will have a regatta in its name as part of the events connected to Barcolana 56 to celebrate its 50th anniversary.

**THE CELEBRATIONS OF THE GUARDIA DI FINANZA** - The last birthday celebrated at Barcolana is that of the Guardia di Finanza, which celebrates 250 years since its foundation and arrives at

Barcolana with a series of activities, starting with its presence at the Barcolana Sea Summit, whose programme will be announced in June.

#### **PARTICIPATING IN THE REGATTA ON SEA AND LAND: THE PACKAGES AND NEW PRODUCTS -**

Important news also on the incoming front: on the Barcolana website some of the tourist packages for the 2024 edition, the 'Barcolana Experience', are already available. In addition, a great new project is starting this year after the zero edition of 2023: it is '**Ticket To Race**', i.e. the possibility of registering for the regatta as a solo sailor to be paired with a crew that will be made up of people who do not know each other, but who are united by the same passion for sailing and the desire to take part in the regatta.

*'We have only told a fraction of all the activities, initiatives, and projects of Barcolana56 that are currently being prepared,' concluded SBVG President Mitja Gialuz, 'because we too have been infected by the "Positive Energy" that characterises this edition. My thanks go to all the institutions that are planning and managing the event with us, to our partners, starting with Generali, and especially to the new sponsors that we will be announcing in the coming weeks. More than ever this year we are building an event rich in content, ready to welcome all sailing and sea lovers, and we are doing it together with the many friends and fans of Barcolana, and for this we are extremely grateful'.*

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[Link to Barcolana56 press kit presented by Generali](#)

[Link to pics \(work in progress\)](#)

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